

**IFF INNOVATORS  
CLUB CONCLAVE**  
at  
**The 25<sup>th</sup> INDIA  
FASHION FORUM**



28-29 JAN, 2026

Sheraton Grand,  
Whitefield,  
Bengaluru, India

DAY 1	Jan 28th 2026 (Wed)
10:30-13:30	Success Stories by Finalists : Innovation In Fashion
	Success Stories by Finalists : New India Cultural Confluence
	Success Stories by Finalists: Innovation in Sustainability
13:30-14:10	Lunch
14:10-14:40	Inaugural Session
14:40-15:10	Fireside Chat 1 – Sustainability The Indian Way – ‘Practical not Perfect’
15:10-15:25	Presentation – Fairtrade & Lycra
15:25-15:55	Fireside Chat 2 – Building the Global India Supply Chain
15:55-16:35	Session 1 – Vegan Vogue & Ethical Elegance
16:35-17:05	Think Tank 1 :Listening Room – Who, What, Where?
17:05-17:35	Session 2 – Merchandising for the New Indian Shopper
17:35-18:15	Session 3 – What Designers Need to Unlearn
18:15-18:55	Session 4 – Cultural Appreciation vs. Cultural Appropriation
19:30 onwards	The Evening of Fashion Titans
	Cocktails & Gala Dinner

DAY 2	Jan 29th 2026 (Thu)
12:30-12:50	Presentation: Pantone
12:50-13:30	Masterclass 2 – Economics of Creativity - Can Brands afford to be Bold?
13:30-14:15	Lunch
14:15-14:30	Presentation by PETA and Cotton USA
14:30-15:00	Session 5 – Global-to-India Brand Adaptation
15:00-15:15	Steering Global x Local Intelligence - by ICH NEXT
15:15-15:45	Session 6 – The "Identity" Debate
15:45-16:00	IN Talk: SNITCH
16:00-16:30	Think Tank 2 : Sustainable and circular materials for the mass market?
16:30-17:00	Session 7 – Phygital storytelling in India today
17:00-18:00	NIFTA round table
18:00-19:30	NIFT Star Alumni Townhall
19:30 onwards	IFA & IFF Innovators Club Awards
	Cocktails & Gala Dinner

## AGENDA : DAY 1

S U C C E S S S T O R I E S | Jan 28 : 10:30-13:30

IFF Innovators Club Award Nominations

### INNOVATION IN FASHION :

#### 1. Most Disruptive Design Idea in Product

Innovative design thought in product solutioning (fashion, accessories, footwear) to a consumer pain point - cultural/ occasion/ fit/ wearability/ new opportunity. (Dept: Design)

#### 2. Most Disruptive Design Idea in Visual Merchandising

Innovative design thought in Visual merchandising showcasing an integrated view of online and offline experiences and engagement. (Dept: Marketing/ VM/ Catalogue)

#### 3. Design innovation in Craft

Visionary ideas on reinterpretations of craft or artisanal product for modern lifestyles. (Dept: Design & Product Development)

#### 4. Most Progressive Buying Strategies

Disruptive approach by B&M in solving a business problem statement in improving process efficiencies by leveraging tech. (Dept: Buying & Merchandising)

### INNOVATION IN ADDRESSING NEW INDIA: CULTURAL CNFLUENCE

#### 1. The Indian Youth Culture Design Award

Successfully recognizing the aesthetic voice of India's next generation, and current Indian subcultures - streetwear, music, gaming, gender fluidity, digital life, and social expression. (Dept: Design)

#### 2. New India Consumer Breakthrough Award

This category honours fashion and lifestyle brands that redefine how to reach, engage, and convert the new Indian consumer - someone young, digitally native, value-driven, culturally confident, and impossible to impress with traditional marketing. (Dept: Marketing/ VM/ Catalogue)

#### 3. Modern India Supply Excellence & Innovation Award

Recognizing sourcing and production teams who embody the modern Indian mindset: agile, solution-driven, tech-aware, customer-responsive, and globally competitive.

It celebrates teams that innovate not just in cost or speed, but in systems, partnerships, materials, risk management, and value creation.

(Dept: Product Development & Sourcing)



## AGENDA : DAY 1

( S U C C E S S S T O R I E S | Jan 28 : 10:30-13:30)

(IFF Innovators Club Award Nominations)

### INNOVATION IN SUSTAINABILITY:

**1. Circular Fashion Initiative Award**

Recognizing efforts in recycling, upcycling, or zero-waste sourcing practices. (Dept: Sourcing)

**2. Sustainable Fabric Adoption Award**

Successful adoption of new materials or advancements in fabric technology. (Dept: Design & Product Development)

**3. Fashion Tech Pioneering Award**

Visionary ideas on reinterpretations of craft or artisanal product for modern lifestyles. Highlighting innovative use of Analytical Tech, AI, AR or VR in fashion to aid a lower carbon footprint in reaching product to consumer. (Dept: B&M & Sourcing)

I N A U G R A L S E S S I O N | Jan 28 : 14:10 - 14:40

### HOW INDIA'S TRANSFORMATION IS SHAPING A NEW INNOVATION MINDSET

From frugal ingenuity to system-level thinking, India's transformation is reshaping innovation. The panel explores how this mindset is influencing the future of business and design.

#### Panelists

- Dr. Naresh Tyagi, Chairman, IFF Innovators Club.
- Jyoti Narain Kapoor, Country Director, Better Cotton Initiative India
- Manmohan Singh, Group Executive President (CMO) Aditya Birla, Cellulosic Fibres
- Ritesh Sharma, Head Brand & Retail, Reliance Industries Limited
- Anjani Prasad , Global Head of Innovation for dyes and coating, Archoma

## AGENDA : DAY 1

**F I R E S I D E   C H A T   1   |   Jan 28 : 14:40 - 15:10**

### **SUSTAINABILITY THE INDIAN WAY: PRACTICAL, NOT PERFECT**

This discussion explores how sustainability in India is shaped by scale, constraints, and lived realities—focusing on progress over perfection. It highlights practical, context-driven solutions that balance affordability, impact, and inclusion.

#### **Panelists**

- Vishal Kumar, Senior Membership & Supply Chain
- Binay Kumar Choudhury, Chairman, Control Union.
- Manish Khambe, VP Global Business Development, N9 World Technologies Pvt Ltd. (Moderator)
- Meeta Singala, MD & CEO – Testtex India Laboratories Pvt. Ltd.
- Prasanna Mayandi, RSJ Inspection

**P R E S E N T A T I O N   |   Jan 28 : 15:10-15:25**

### **INNOVATION BY LYCRA**

- Thiru, Commercial Director, South Asia -The LYCRA Company

### **INSIGHTS BY FAIRTRADE**

- Abhishek Jani, CEO Fairtrade India Project

**F I R E S I D E   C H A T   2   |   Jan 28 : 15:25-15:55**

### **BUILDING THE GLOBAL-INDIA SUPPLY CHAIN PARTNERSHIP FOR SPEED & RELIABILITY**

Speed and reliability are no longer trade-offs—they are expectations. This conversation unpacks how India's manufacturing ecosystem is upgrading processes, partnerships, and planning to meet global supply chain demands.

#### **Panelists:**

- Timo Karanko – Independent Consultant
- Anindya Ray, CEO, Studio Earth (Moderator)
- Pranav K Jha, Sr Sourcing Director for Apparels, Accessories & Footwear, Myntra
- Atul Ujaghar – Independent Consultant



## AGENDA : DAY 1

S E S S I O N 1 | Jan 28 : 15:55-16:35

### **VEGAN VOGUE & ETHICAL ELEGANCE: HOW CRUELTY-FREE FASHION IS THE FUTURE**

As conscious consumers demand transparency and compassion, vegan fashion is moving into the mainstream. This discussion looks at how ethical choices are influencing design, materials, and brand value.

#### **Panelists:**

- Ashima Kukreja, Director Corporate Affairs, Peta India
- Rajan Pilai, Founder & CEO, Roar for Good
- Jinali Mody, Founder, Banofi Leather
- Abhishekh Jani, CEO, Fairtrade India
- (Moderator TBC)

T H I N K T A N K 1 | Jan 28 : 16:35-17:05

### **LISTENING ROOM – WHO, WHAT, WHERE?**

This presentation series aims to decode Gen Z & Gen Alpha through their evolving identity, aspirations, and consumption patterns, while exploring how industries such as fashion, music, and lifestyle reveal aspirations, moods, and micro-trends that fashion can respond to.

- Roopa Pious, Lead Scaled Partnerships at Meta APAC & India
- Rimjim Deka, Founder, Little Box
- Kanika Vohra, Co – Founder, ICH NEXT
- Tuhin Roy/ Piyush Bhandari, Founder, Jumping Goose

S E S S I O N 2 | Jan 28 : 17:05-17:35

### **MERCHANDISING FOR THE NEW INDIAN SHOPPER: MICRO-TRENDS, FIT SCIENCE & REGIONAL NUANCE.**

This session focuses on the "how" of the industry. Moving beyond the inspiration board to discuss the rigorous science of fit, the logistics of responding to regional micro-trends, and the business logic of a "many Indias" strategy.

## AGENDA : DAY 1

(MERCHANDISING FOR THE NEW INDIAN SHOPPER: MICRO-TRENDS, FIT SCIENCE & REGIONAL NUANCE).

### Panelists:

- Hemant Gholkar, Chief Business Officer, Cocoblu Retail
- Swati Sud, Head of Design, Nykd by Nykaa
- Rajiv Bajaj, Head of Design, Pantaloons
- Shilpee Sharma, VP & Head of Design, Reliance Retail

## S E S S I O N 3 | Jan 28 : 17:35-18:15

### THE NEW INDIAN CONSUMER: "WHAT DESIGNERS NEED TO UNLEARN"

From shifting lifestyles to fluid identities, the new Indian consumer is redefining what relevance looks like. The panel unpacks the assumptions designers must let go of to design for today's India.

### Panelists:

- Mohita Rastogi, Head of Design, Sourcing & Creative Direction, Virgio
- Partha Sinha, Head of Design, Amazon India
- Aniket Keshi, Director Flipkart, Srinivas SG, director of Product, Flipkart
- Kamakshi Kaul, Head of Design, Max Fashion
- Anuradha Chandrashekar, Co Founder, ICH NEXT (Moderator)

## S E S S I O N 4 | Jan 28 : 18:15-18:55

### CULTURAL APPRECIATION VS. CULTURAL APPROPRIATION:

Indian fashion, textiles, and crafts have long inspired global runways and brands. But while cultural exchange can feel celebratory, it often raises difficult questions: When is it genuine appreciation, and when does it slip into appropriation? This session unpacks the nuances, responsibilities, and opportunities for creators, brands, and consumers in navigating this line.

### Panelists:

- Siddharth Arya, Design Director, Ethnic wear, Myntra
- Shikha Seth, Brand Head, Swadesh, Reliance Retail
- Manish Saksena, Business Lead at Aadyam Handwoven, Aditya Birla Initiative
- Sidharth Bindra, Managing Director, Biba
- Hemamalini Padmanabhan, Founder Seven sarees (Moderator)



## AGENDA : DAY 1

G A L A   D I N N E R   |   Jan 28 : 19:30 onwards

- The Evening of Fashion Titans & Innovators Club Awards
- Cocktails & Gala Dinner

D A Y   1   :   E N D

## AGENDA : DAY 2

P R E S E N T A T I O N | Jan 29 : 12:30 - 12:50

### INSIGHTS BY PANTONE

- Sam Shalgaonkar

M A S T E R C L A S S 2 | Jan 29 : 12:50 - 13:30

<b>ECONOMICS OF CREATIVITY – CAN BRANDS AFFORD TO BE BOLD</b>  In a country that is young, digitally connected, culturally aware and spoilt for choice, how do brands ensure to grasp consumer interest. The sessions seeks to explore creativity as both an art and an economic lever – showing that pushing boundaries isn't just about daring ideas, but about how much risk a business ecosystem can and should absorb.	<b>PRESENTERS</b>
<b>The Price of Risk:</b> How much experimentation can a brand afford in a volatile market?	Samrat Som (Independent Consultant)
<b>The Cost of Standing Still:</b> Playing it safe has risks too – how much does 'not innovating' cost a brand?	Saikat Mitra, Creative Director, TSPL
<b>Attention as Currency:</b> In an economy of distraction, is shock value a sustainable creative strategy?	Rajendran Gulati, Head of Brand, Product & Sales Operations, WROGN
<b>Creativity at Scale:</b> How do ideas stay fresh when businesses must cater to millions?	Preeti Anand Raturi, Head of Merchandising, Digital Business, Arvind Fashions
<b>The Global vs. Local Equation:</b> When does global creativity resonate, and when does it alienate local consumers?	Ramneek - Ex Head of Design, Myntra (Independent Consultant)
<b>The Future of Creative Economics:</b> As AI democratizes creativity, what becomes the real differentiator for brands?	

P R E S E N T A T I O N | Jan 29 : 14:15 - 14:30

PETA PRESENTATION ON FASHION SUSTAINABILITY by Ashima Kukreja



## AGENDA : DAY 2

S E S S I O N 5 | Jan 29 : 14:30 - 15:00

### **GLOBAL-TO-INDIA BRAND ADAPTATION: DESIGN, SIZING, COLOUR STORIES & CULTURAL FITMENT**

This session examines how international brands can transition from being "aspirational imports" to becoming "culturally rooted" leaders. We will explore the technical and aesthetic shifts required to create a distinctly Indian modern identity that leads globally while respecting local nuances.

#### **Panelists:**

- Tarun Kanoria, HOD Revenue & Planning Shein India
- Niharika Das, Creative Director D2C, CureFit
- Karunesh Vohra, Independent Consultant
- Anna Johansson, Change Management Director TAM retail , Sweden Retail
- Ashish Bhatnagar, Chief Marketing Officer LNJ Denim Division

P R E S E N T A T I O N | Jan 29 : 15:00 - 15:15

### **GLOBAL X LOCAL TREND FORECASTING: Memories Of An Analogue Past**

INTRODUCING ICH NEXT X PECLERS PARIS

Kanika Vohra and Anuradha Chandrashekar, Co - Founders ICH NEXT

S E S S I O N 6 | Jan 29 : 15:15 - 15:45

### **THE "IDENTITY" DEBATE**

#### **The Glocalization Paradox: Maintaining Global DNA in an Indigenous-First Market**

Focus: While Western influence remains strong among urban Indians, there is a rising demand for "Modern Duality"—products that reflect global aesthetics but respect Indian sensibilities, fit, and heritage. Is this a challenge and how do you respond to it

#### **Panelists:**

- Yogesh Kakar, Chief Product Officer for Tommy Hilfiger. Calvin Klein. India
- Richa, Senior regional Visual Merchandiser, Puma Sports India
- Pallavi Foley, Founder, Pallavi Foley Designs
- Shubhi Sinha, Brand Head, Ralph Lauren India

## AGENDA : DAY 2

P R E S E N T A T I O N | Jan 29 : 15:45 - 16:00

**THE QUIET REVOLUTION** : PRESENTATION BY SNITCH

T H I N K T A N K 2 | Jan 28 : 16:00 - 16:30

### **SUSTAINABLE AND CIRCULAR MATERIALS FOR THE MASS MARKET?**

Presenters talk about how to scale recycled fibres, regenerative cotton, and low-impact dyes into youth-price-point product without losing style appeal.

- Mr Shalendra Vasudeva, Chief Marketing Office Indorama India Limited
- PK Acharya, Denknit
- Ukhi
- Natur Tec
- Meeta Singala, MD& CEO – Testtex India Laboratories Pvt. Ltd.
- Mr PK Acharya, Denknit, Siyaram Silk Mills Ltd.

S E S S I O N 7 | Jan 29 : 16:30 - 17:00

### **PHYGITAL STORYTELLING IN INDIA TODAY**

Visual Merchandising in Fashion Retail.

This panel examines how visual merchandising can seamlessly connect online and offline touchpoints to create immersive, phygital brand stories. It will unpack tools such as AR, interactive windows, and digital content in-store to deliver integrated experiences. The discussion focuses on how these narratives drive deeper customer engagement, higher dwell time, and conversion.

#### **Panelists:**

- Akash Kumar, Head Visual Merchandising and Marketing Services at Lifestyle (Landmark Group)
- Pawan Nagarwal, VP Visual Merchandising, Brand Experience & Retail Projects, Ace Turtle
- Kapil Yadav Vice President Visual Merchandising & Store Design / Design Director Footwear & Accessories, Louis Philippe
- Shishir - Arvind Brands



## AGENDA : DAY 2

ROUNDTABLE | Jan 29 : 17:00-18:00



### NIFTA STAR ALUMNI ROUNDTABLE

**Industry-Academia:** A strategic session to bridge the gap between current fashion education and industry reality. We will formulate a formal recommendation paper for institutes on how to prepare the next generation for a tech-driven, culturally rooted global market.

Moderated by Rohit Aneja  
Director-Grapevine Designs, CEO be-blu! Lake Como,  
Director-Paragon Apparels, Secretary-NIFTA

## DESIGN THINKING WORKSHOP

Jan 29 : 18:00-19:30



### NIFTA ALUMNI

**The "Cross-Stream" Design Thinking Workshop:** A hands-on, collaborative session bringing together NIFTians from all disciplines. We will use the principles of Design thinking to solve for the 'new emerging consumer cohorts' in India. This is a high-energy networking opportunity to co-create with peers across different specializations.

Moderated by Anuradha Chandrashekar & Kanika Vohra,  
Co-Founder, ICH NEXT

GALA DINNER | Jan 29 : 19:30 onwards

IFA & IFF Awards Cocktails & Gala Dinner

THANK YOU!

